# Analysis of The Influence of Agro-Tourism on The Socio-Economy of The Community in Islamic Perception

# Fira Nafisah<sup>1</sup>, Yusrizal<sup>2</sup>, Aqwa Naser Daulay<sup>3</sup>

Universitas Islam Negeri Sumatera Utara, Medan, Indonesia<sup>1</sup> Universitas Islam Negeri Sumatera Utara, Medan, Indonesia<sup>2</sup> Universitas Islam Negeri Sumatera Utara, Medan, Indonesia<sup>3</sup>

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Correspondence Email: fira1712@gmail.com

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#### ABSTRACT

The purpose of this study is to provide knowledge and analyze the significant influence of agro-tourism development on socio-economic improvement. The method used in the study is a quantitative method with simple regression analysis, the data used is secondary data by providing questionnaires and distributed to residents and workers in Pematang Johar Rice Field Tourism. The number of samples used was as many as 50 respondents, in sampling it was determined by the criteria of workers and residents of the area around the Pematang Johar tour. The results obtained are that agro-tourism variables have a significant effect on the socio-economy in Pematang Johar Deli Serdang rice field tourism, which is in line with According to Zaqiah Ramdani and Tuti Karyani who said that agro-tourism has an effect on the socio-economy, this is evidenced by their research which says that the agro-tourism created makes people's income increase, the absorption of labor is increasing, and household needs are met. This explains with this research that agrotourism was created to strengthen and improve the economy of the surrounding community such as creating jobs, utilizing agriculture as tourism and continuing to produce and carry out farming activities, so that the benefits obtained by the surrounding community increase.

#### ABSTRAK

Tujuan penelitian ini adalah memberikan pengetahuan dan menganalisis pengaruh signifikan pengembangan agrowisata terhadap peningkatan sosial ekonomi. Metode yang digunakan dalam penelitian adalah metode kuantitatif dengan analisis regresi sederhana, data yang digunakan adalah data sekunder dengan cara memberikan kuesioner dan disebarkan kepada penduduk dan pekerja di Wisata Sawah Pematang Johar. Jumlah sampel yang digunakan sebanyak 50 responden, dalam pengambilan sampel ditentukan dengan kriteria pekerja dan penduduk wilayah sekitar wisata Pematang Johar. Hasil yang diperoleh adalah variabel agrowisata berpengaruh signifikan terhadap sosial ekonomi di wisata sawah Pematang Johar Deli Serdang, yang mana hal ini sejalan dengan menurut Zaqiah Ramdani dan Tuti Karyani yang mengatakan bahwa agrowisata berpengaruh terhadap sosial ekonomi, hal ini dibuktikan dengan penelitian mereka yang mengatakan bahwa agrowisata yang tercipta membuat pendapatan masyarakat meningkat, penyerapan tenaga kerja semakin meningkat, dan kebutuhan rumah tangga pun terpenuhi. Hal ini menjelaskan dengan penelitian ini bahwa agrowisata diciptakan untuk memperkuat dan meningkatkan perekonomian masyarakat sekitar seperti menciptakan lapangan pekerjaan, memanfaatkan pertanian sebagai wisata dan tetap melakukan kegiatan produksi dan usaha tani, sehingga keuntungan yang diperoleh masyarakat sekitar semakin meningkat.

### INTRODUCTION

Agritourism as an activity, business or business that combines the main elements and characteristics of agriculture and tourism and provides an experience to visitors that encourages

economic activity and has an impact on farming and community income. Indonesia has tourist attractions including marine tourism and cultural tourism, plantation-based tourism is starting to grow rapidly, one of the efforts needed is to develop agritourism. The role of the national tourism sector is increasingly important in line with developments and contributions through foreign exchange earnings, regional income, regional development, as well as in the absorption of investment and labor and business development spread in various parts of Indonesia. According to BPS (2019), the contribution of the tourism sector to the national Gross Domestic Product (GDP) in 2017 has reached 4.11%, while foreign exchange from the tourism sector in 2014 has reached Rp 120 trillion and contributed to employment opportunities of 11 million people (Harahap et al., 2023).

Currently, one of the developing tours in the agro sector is Pematang Johar Rice Field Tourism. This tour is located in North Sumatra Province, in Deli Serdang Regency. This tourism is supported by various parties, the Village Government and the village community itself. The Head of Pematang Johar Village stated that around 1.000 residents of Pematang Johar Village work as farmers and around 1.300 other residents work as farm laborers. So the income of the community is very dependent on the rice fields to be managed.

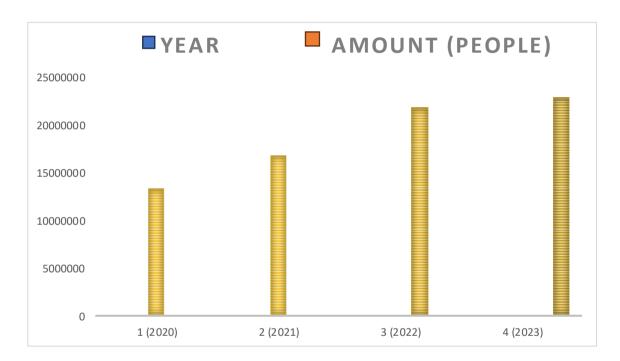


Figure 1. Source: BPS SUMUT Traveler Data 2024

Based on figure 1, it can be seen that North Sumatra continues to experience an increase in tourist visits every year. BPS North Sumatra said that this increase included foreign tourists, such as Singapore, Malaysia, Thailand, Germany, and others, recorded foreign tourists increased to 19,198 visits. As for the development of the room occupancy rate (TPK) of star hotels, BPS North Sumatra also noted an increase of 53.19% in November 2023 compared to October which was at the level of 47.64%. So this illustrates that tourism can have an influence on the surrounding environment or socio-economy (Wahyuni, 2019).

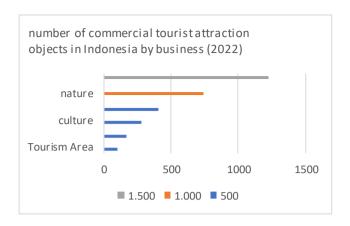


Figure 2. Source: Katadata.co.id

Based on figure 2 of the Central Statistics Agency (BPS) report, Indonesia has 2,930 tourist attraction businesses (ODTW) in 2022. This number grew 14.32% from the previous year (year-on-year/yoy) and is almost close to normal conditions before the Covid-19 pandemic, namely 2,945 ODTW businesses in 2019. Of the six commercial tourist attraction groups, the most numerous type of tourist attraction in the country is artificial tourism with a total of 1,226 businesses in 2022. The second most is the type of natural tourist attraction, which is 742 companies. Followed by water tourism with 411 companies. Then, cultural attractions recorded 281 companies, entertainment recreation parks 169 companies, and tourism areas there are 101 companies. The data above is a description of the most popular visits until 2022. It is noted that nature visits are one of the most popular destinations in Indonesia. This illustrates that nature tourism can be a tourist attraction that can help the regional economy.

But basically the tourism that is done is to pay attention to social and economic, making the economy increase especially for the area. In order to improve the quality of human resources through education and create jobs to end poverty and unemployment, and protect the environment to become a sustainable economy (Alfan, et.al, 2014). In a study conducted by Gita Puspitasari, the results showed that the socioeconomic status of the family had an effect of 67.4% on the interest in continuing education to college. This shows that socioeconomic status has a significant influence on individual decisions in developing themselves through education (Qoyum, et.al, 2021).

According to (Wahyuni, 2019) said that agritourism has an effect on socio-economics, this is evidenced by their research which says that the agritourism created makes people's income increase, more labor absorption and household needs are met. According to Research (Ijah Mulyani Sihotang, 2018) said that agritourism affects the socio-economy, according to her, the creation of agritourism can open up more jobs, increase community income and can help people meet their household needs. Roy Wahyuningsih's opinion also says that agritourism has a significant influence on socio-economics, he proves it through his research which takes a sample of 54 tourism employees and 13 sellers, then there is partially agritourism affects socio-economics. This illustrates that if agritourism in an area is developed, the socio-economy will increase.

But according to Gebrila Pulu, Usman Moonti, Sri Indriyani Dai, Meyko Panigoro, and Abdulrahim Maruwae (2023) good tourism but does not have an attraction will make tourists not interested so that Agrowsiata has no effect on the socio-economy of the community. So this means that good agritourism must have good indicators in order to improve a sustainable economy. According to (Permatasari, 2017) there are several things that must be considered in building agro-tourism that affects the socio-economy, namely, First, Agro-tourism has potential in the agro sector, Second Agro-tourism has tourism suitability, Third Agro-tourism has a strategic location, Fourth Agro-tourism has ecological sustainability. So the ecology in question can improve socio-economics such as employment, improving the quality of human resources, and community income. So based on the problems in the field and some of the research discrepancies that have been described, it is necessary to conduct research with the title: "Analysis Of The Influence Of Agro-Tourism On The Socio-Economy Of The Community In Islamic Perception (Case Study of Pematang Johar Rice Field Tourism)".

#### RESEARCH METHOD

The research method used in this research is quantitative research method. The research design uses correlational research. Correlational research is used to find the relationship of a variable with another variable. This research is shown to know the influence between Pematang Johar Rice Field agritourism (X) on the socio-economy of the community (Y) which is studied statistically (Sugiyono, 2019). The sample used was 50 respondents, sampling using purposive sampling method. This analysis uses a Simple Linear Regression Model, using primary and secondary data, primary data is done by distributing questionnaires to the community with a Likert scale, then the variables to be measured are translated into variable indicators. Then the indicator is used as a starting point for compiling instrument items in the form of questions or statements. The answer to each question item that uses a Likert scale. Agritourism includes the feasibility of agritourism, its influence on society, and utilizing nature as tourism. While the socio-economy includes education, employment, and daily needs.

Then the results of the questionnaire were transferred and obtained using statistical methods with the help of SPSS 23 tools. So that it produces answers that will be discussed into the results and discussion of this research.

The following simple regression formula is used:

 $Y = \alpha + \beta X$ 

Y = Socio-Economic

α = Constant Coefficient

 $\beta$  = Agrotourism Variable Coefficient (Regression Coefficient)

X = Existence of Agritourism.

# RESULTS AND DISCUSSION Descriptive Test Results

**Table 4.1.** Descriptive Statistics

	N	Minimu m	Maximu m	Mean	Std. Deviation
Agrowisata WSPJ	50	16.00	25.00	20.9200	2.25732
Sosial Ekonomi	50	14.00	25.00	20.3400	2.59992
Valid N (listwise)	50				

Based on table 1, it can be seen that the variable shows that the amount of data for each variable is 50, then of the 50 samples of Agro-tourism (X) the minimum value is 16, the maximum value is 25, and the average value (mean) is 20.92 and the standard deviation value is 2.257 which means that the average value is greater than the standard value so that the data deviation that occurs is low, so the distribution of values is evenly distributed. The socio-economic variable shows that the amount of data for each variable is 50, so from 50 socio-economic samples (Y), the minimum value is 14, the maximum value is 18, and the average value (mean) is 25 and the standard deviation value is 2.59, which means that the average value is greater than the standard value so that the data deviation that occurs is low, so the distribution of values is evenly distributed.

### **Data Quality Test Results**

### Validity Test

If r count> r table or sig.<0.05 then the question item is valid, otherwise if r count < r table or sig. > 0.05 then the question item is invalid.

**Table 4.2.** Validity Test

Variabel	Indikator	R Hitung	R Tabel	Signifikansi	α	Keterangan
Agrowisata	P1	0.800	0.2787	0.000	0.05	Valid
(X)	P2	0.638	0.2787	0.000	0.05	Valid
	P3	0.634	0.2787	0.000	0.05	Valid
	P4	0.608	0.2787	0.000	0.05	Valid
	P5	0.639	0.2787	0.000	0.05	Valid
Sosial	P1	0.742	0.2787	0.000	0.05	Valid
Ekonomi	P2	0.734	0.2787	0.000	0.05	Valid
(Y)	P3	0.623	0.2787	0.000	0.05	Valid
	P4	0.788	0.2787	0.000	0.05	Valid
	P5	0.592	0.2787	0.000	0.05	Valid

Based on table 2, there are the results of the validity test of all statement items, the value of r count> r table and sig < 0.05, it can be concluded that all statement items are valid.

# Reliability Test

This test must meet the following criteria:

If the Cronbach's alpha value > 0.60 then the variable is reliable

If the Cronbach's alpha value < 0.60 then the variable is not reliable

Table 4.3. Reliability Test

Variabel	Cronbach's Alpha	Standar	Keterangan
Agrowisata (X)	0.674	0.60	Reliable
Sosial Ekonomi (Y)	0.714	0.60	Reliable

So based on table 3 the test results above show that both variables have Cronbach's Alpha> 0.60, it can be concluded that all variables are reliable.

## **Classical Assumption Test**

Normality Test Results

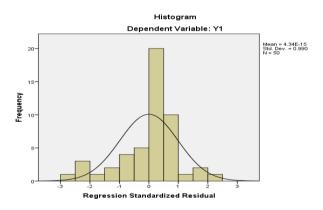


Figure 3. Normality Test Result

Based on figure 3, so it can be seen that the histogram has a value of 2 and -2, which means that the data is normal.

Heteroscedasticity Test Results

If the sig value > 0.05 then passes the heteroscedasticity test

If the sig value. <0.05 then it does not pass the heteroscedasticity test

Jika nilai sig. < 0.05 maka tidak lolos uji heteroskedastisitas

Table 4.4. Heteroscedasticity Test Results

		Unstandardized Coefficients		Standardized Coefficients		
Model		В	Std. Error	Beta	t	Sig.
1	(Constant)	.145	.773		.188	.852
	Agrowisata WSPJ	.022	.037	.087	.607	.546

### a. Dependent Variable: Res\_Abs

Based on table 4 shows that the results have a sig value. > 0.05, which can be concluded that there are no symptoms of heteroscedasticity or pass the heteroscedasticity test. This is shown in the figure below:

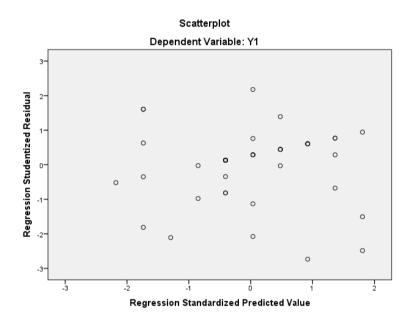


Figure 4. Heteroscedasticity Test Results

Based on figure 4 showing scattered dots indicating that it is free from heteroscedasticity or passes the test.

Linearity Test Results

Table 4.5. Linearity Test Results

			Sum of Squares	df	Mean Square	F	Sig.
Y1 *	Between	(Combined)	119.714	9	13.302	19.339	.000
Agrowisata WSPJ	Groups	Linearity	112.181	1	112.181	163.09 6	.000

Deviat Linear	ion from 7.533	8	.942	1.369	.240
Within Groups	27.513	40	.688		
Total	147.227	49			

Based on table 5, there is a Deviation From Linearity value of 0.24> 0.05, it can be concluded that there is a significant relationship between agritourism variables (X) and socioeconomic variables (Y).

### Hypothesis Test

Simple Linear Regression Equation

Table 4.6. Simple Linear Regression Equation

			Standardiz dardized ed icients Coefficients				Collinearity Statistics	
Mod	el	В	Std. Error	Beta	t	Sig.	Toleranc e	VIF
1	(Constant)	6.317	1.138		5.553	.000		
	Agrowisata WSPJ	.670	.054	.873	12.395	.000	1.000	1.000

## a. Dependent Variable: Socio-Economic

Y = 6.317 + 0.670X

Based on table 6, the coefficient value is 6.317 with a positive value, which means that if the value of agritourism (X) does not change, the socio-economy (Y) will get a value of 6.317.

In the coefficient value of the agritourism variable is 0.670, if the value is constant and the Agritourism variable (X) has increased by 1%, the socio-economy (Y) will also increase by 0.670%.

#### T Test Results Count

Table 4.7. T Test Result Count

			Unstandardized Coefficients			
Model		В	Std. Error	Beta	Т	Sig.
1	(Constant)	6.317	1.138		5.553	.000

-	<del></del>	-			
Agrowisata WSPJ	.670	.054	.873	12.395	.000

Based on table 7, it has a t value of 12.395> 2.010634758, then Ha is accepted and H0 is rejected, meaning that the Agrotourism variable (X) has a significant effect on the Socio-Economic variable (Y).

**Determination Coefficient Test Results** 

Table 4.8. Determination Coefficient Test Result

					Change Statistics				
				Std. Error		F			
Mod		R	Adjusted	of the	R Square	Chang			Sig. F
el	R	Square	R Square	Estimate	Change	e	df1	df2	Change
1	.873a	.762	.757	.854	.762	153.645	1	48	.000

a. Predictors: (Constant), Agrowisata WSPJ

#### b. Dependent Variable: Socio-Economic

Based on table 8 the Adj R Square value of 0.757 or 75.7% the coefficient of determination shows that the Agrotourism variable (X) affects the socio-economy (Y) by 75.7%, the remaining 24.3% is caused by other variables that are not included or examined by researchers.

#### The Effect of Agritourism on Socio-Economy

In the research above, it is found that agritourism has a significant effect on the socioeconomy in pematang johar rice field tourism. Agritourism has a significant influence on the social and economic aspects of an area. By providing new job opportunities, increasing the income of local communities, and creating demand for infrastructure and supporting services, this industry can be a strong driver of economic growth. In addition, through training and education in agriculture, agro-processing, and tourism management, agritourism also plays a role in human resource development. In addition to economic aspects, sustainable agritourism can contribute to environmental conservation and promote local wisdom in natural resource management. Thus, agritourism is not only a means to increase community income and welfare, but also plays an important role in sustainable and inclusive development.

The results of this study indicate that agritourism in Pematang Johar Rice Field Tourism has a positive impact on the socio-economy of the community. Agritourism helps increase farmers' income through the sale of agricultural products, as well as increase public awareness of the importance of rice field culture. In addition, agritourism also helps increase tourists' awareness of the importance of environmental and cultural conservation. The findings in this study are in line with the findings of (Wahyuni, 2019) which also confirmed the influence of agritourism on socio-economic aspects. Thus, this research makes an important contribution to the understanding of the role of agritourism in local development and the development of berke (2020) which says agritourism in its development has an influence on the socio-economy of the surrounding community. The results of this study indicate that agritourism has a positive impact on the lives of local people. Young people who previously had difficulties in marketing their agricultural products now have a suitable platform. Agritourism contributes economically to the local community through the sale of paddy products and other growing media. In addition to working at Agrotourism, the community also has the opportunity to become tour guides. In addition, other residents can open food and beverage stalls for visiting tourists.

The development of Agrotourism in the rice fields of Johar Village also increases community knowledge about the tourism industry. The utilization of local human resources is a strength for this tourist destination because it can produce tourism products that are in accordance with local culture. Through the training provided, the community also gained useful skills to maintain the sustainability of the tourist attraction and the welfare of the community in the future.

The results of this study are in accordance with important aspects of Islamic economic thought, including (Dewi, 2024):

- a. The Concept of Justice and Wealth Distribution: Islamic economic sociology emphasizes the importance of justice in the distribution of wealth and economic resources. The concepts of zakat, alms, and social justice are fundamental in ensuring balance and justice in the distribution of wealth in Muslim societies. These principles are applied in socioeconomic analysis to ensure that economic inequality and inequality are reduced.
- b. Social Responsibility and Economic Ethics: Islamic economic sociology encourages Muslim individuals and communities to take social responsibility in their economic practices. Business ethics and corporate social responsibility are emphasized as integral in building an economy that is sustainable and beneficial to society at large. This involves maintaining ethics in trade, paying attention to the rights of workers, and considering the social and environmental impacts of economic activities.
- c. Economic Practices Based on Sharia Principles: Islamic economic sociology also studies economic practices that are based on sharia principles. This includes the use of Islamic financial instruments such as mudharabah (profit sharing), musharakah (partnership), and murabahah (buying and selling with a markup). These principles avoid the practice of interest (riba) and speculation which are considered to be against Islamic principles. The study of Islamic financial institutions and the application of these principles is an important part of Islamic economic sociology.

- d. Community-based Economic Development: Islamic economic sociology encourages the development of community-based economies, where Muslim communities participate in economic activities collectively. Cooperatives, micro and small enterprises, and other local initiatives are an important focus. Through cooperation and mutual help, Muslim communities are expected to overcome economic challenges and improve collective welfare.
- e. Poverty Alleviation and Empowerment: One of the main objectives of Islamic economic sociology is poverty alleviation and community empowerment. The concepts of zakat and sadaqah are important instruments in redistributing wealth and helping the disadvantaged. In addition, justice-based approaches and community participation in economic decision-making are also used to strengthen community self-reliance and empowerment.

### **CONCLUSIONS**

From the above research, it can be concluded that agritourism has a significant impact on social and economic aspects in the Pematang Johar rice field tourism area. By providing new employment opportunities, increasing the income of local communities, and triggering demand for supporting infrastructure and services, agritourism becomes one of the important factors in strong economic growth. In addition, through training and education in agriculture, agroprocessing, and tourism management, agritourism also plays a role in human resource development. Not only economic impact, sustainable agritourism can also contribute to environmental conservation and promote local wisdom in natural resource management. Thus, agritourism is not only a means to increase people's income and welfare, but also plays an important role in sustainable and inclusive development. Based on research on the positive impact of agritourism on social and economic in the Pematang Johar rice field tourism area, strategic steps are needed. There is a need for training and education programs for local communities in agriculture and tourism management to improve their skills and knowledge. In addition, the importance of developing infrastructure that supports agritourism, such as good roads, sanitation facilities, and adequate accessibility, must also be considered. These measures can help strengthen the contribution of agritourism in the economic and social development of the region, while taking into account environmental sustainability and local wisdom.

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